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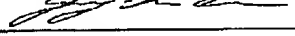
Date: September 6, 2005

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CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (571) 273-8300 on September 6, 2005.

Signed: 
Name: Jung-hua Kuo

Sender: Jung-hua Kuo, Reg. No. 41,918

Re: U.S. Pat. App. No. 09/398,612
Entitled: Method and Apparatus to Determine and Use Audience Affinity and Aptitude
Attorney Docket Number: ENONP005

Pages: 13 (including this facsimile cover page)

To: Patent and Trademark Office
Art Unit: 2654
Examiner: Armstrong, Angela A.

MESSAGE:

Attached are:

- (1) Transmittal (1 page)
- (2) Credit Card Payment Form PTO-2038 authorizing (1 page);
- (3) Amendment in Response to Office Action mailed March 22, 2005 (6 pages); and
- (4) Transmittal (containing a Certificate of Mailing), IDS (also containing a Certificate of Mailing) as filed on April 6, 2004 and return receipt postcard with a PTO stamp dated April 12, 2004 indicating receipt of the IDS (4 pages).

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:
Hejna, Jr.

Application No: 09/398,612

Filed: September 16, 1999

Title: Method and Apparatus to Determine
and Use Audience Affinity and
Aptitude

Attorney Docket No. ENONP005

Examiner: Armstrong, Angela A.

Art Unit: 2654

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Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

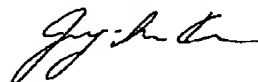
Sir:

Transmitted herewith is an amendment in the above-identified application.
The fee has been calculated as shown below.

	Claims Remaining After Amendment	Highest Previously Paid For	Present Extra	Rate	FEE
Total Claims				\$18.00	\$ 0.00
Independent Claims				\$86.00	\$ 0.00
Multiple Dependent Claims and Fee Not Previously Paid (\$280/\$140 if applicable)					\$0.00
Total Fees					\$ 0.00

- ☒ Applicant hereby petition for a three month(s) extension of time to respond to the outstanding Office Action.
- ☐ Please charge \$0.00 (Small Entity Status) to Deposit Account No. 50-1217 (Order No. ENONP005). A copy of this sheet is enclosed.
- ☒ Enclosed is Credit Card Payment Form PTO-2038 authorizing a charge of \$510 (small entity).
- ☒ Applicant believe that no (additional) Extension of Time is required; however, if it is determined that such an extension is required, Applicant hereby petition that such an extension be granted and authorize the Commissioner to charge the required fees for an Extension of Time under 37 CFR 1.136 to Deposit Account No. 50-1217 (Order No. ENONP005).
- ☒ If the required fees are missing or any additional fees are required during the pendency of the subject application, please charge such fees or credit any overpayment to Deposit Account No. 50-1217 (Order No. ENONP005). A copy of this sheet is enclosed.

Respectfully submitted,



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The stamp of the mailroom of the US PTO will be taken as an acknowledgment of receipt on the date stamped below of a 5 page amendment, a Terminal Disclaimer (with a check of \$55.00 for the fee), and an Information Disclosure Statement (with a check of \$180.00 for the fee) for U.S. Patent Application:

Inventor: Donald J. Hejna, Jr.

Title: Method and Apparatus to Determine and Use Audience Affinity and Aptitude

Ser. No.: 09/398,612 Filed: September 16, 1999

Examiner: A. A. Armstrong Grp. Art Unit: 2654

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PTO & TRADEM

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Donald J. Hejna, Jr.
Serial No.: 09/398,612 Filed: September 16, 1999
Examiner: A. Armstrong Group Art Unit: 2654
Title: Method and Apparatus to Determine and Use Audience Affinity and Aptitude

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Transmitted herewith is a response to the outstanding office action for the above-identified patent application, a Terminal Disclaimer (with a check for \$55.00 for the petition fee), and an Information Disclosure Statement in accordance with 37 C.F.R. 1.97(c) (with a check of \$180.00 for the fee under 37 CFR 1.17(p)). No claims have been added, and as such, no additional filing fee is required.

Date: April 6, 2004

Respectfully submitted,
By Michael B. Einschlag
Michael B. Einschlag
Reg. No. 29,301
(650) 949-2267
25680 Fernhill Drive
Los Altos Hills, California 94024

Attached:

Response to office action
Terminal Disclaimer (with check for \$55.00)
→ Information Disclosure Statement (with a check of \$180.00)

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on April 6, 2004 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Michael B. Einschlag 29,301 April 6, 2004
Michael B. Einschlag Reg. No. Date of Signature